

Youth Should be Told Economic Facts of Life

Millions of young men and women have now stowed their diplomas in dresser drawers and turned to face a turbulent world dedicated to bread-winning. For all their eagerness to get in there and pitch, many are standing impudently at the brink and asking: "What can it do for me?" "In all that scramble, what does it offer?"

After ten years of depression, that somewhat dependent point of view is not beyond understanding. With the increasing shift of social and economic responsibilities of the individual, onto the shoulders of government, something of personal enterprise and ambition inevitably must be lost; human values and human obligations inevitably confused.

Many young people have come to believe times were never harder, ambition and hard work never less necessary, opportunities narrower or rewards smaller.

Remind Youth Mothers and fathers ought to take their offspring aside and tell them some of the economic facts of life, from experience. Let dad tell sonny that his first year out of college, with an education in law comparable to sonny's, was spent filing briefs in a law office at no salary—just experience and the use of the firm's law books. That was the usual beginning for young attorneys 30 years ago, and it made its share of excellent, successful ones.

Let mother tell daughter that while the field for women seems vastly overcrowded today, there was scarcely any field to crowd in her early days, except that of housework. Opportunities for women have increased a thousand percent in two generations—and girls of ingenuity and energy are still finding new ones.

Let youth be reminded that the majority of our most successful men and women started, not on the middle rung of the ladder, but on the bottom. And worked like huzzes every step of the way up.

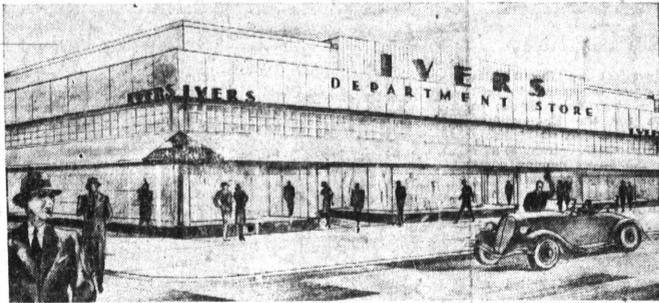
Counsel for Mothers

Let them read again the words of Dr. Earnest Andrew Rogers of the Montezuma School for Boys at Los Gatos, who has lighted the spark of ambition and created the zest for hard, useful work in as many youths as any other man.

"America isn't licked," says Dr. Rogers, "as long as youth has its ideals and its enthusiasm; but that inspiration needs firing. Youth has a knack of seeing things pretty clearly; but it needs its eyes trained in the right direction, and help in setting its course."

"Youth needs to know that hard times are not and never have been an excuse for letting down. Rather, they're the signal for pitching in physically, mentally and mentally harder than ever!" There's counsel that every

EVERY WEEK FOR 26 YEARS



One of the most enthusiastic boosters for newspaper advertising is the Ivers Department store, of Highland Park, which has not missed an issue of the Highland Park News-Herald in 10 years. Pictured above is the architect's drawing of the new and enlarged store, to be constructed within the next 90 days; center, J. W. Ivers, owner; below, Oliver B. Jaynes, publisher of the News-Herald.



NEWSPAPER ADVERTISING IMPORTANT IN QUARTER-CENTURY OF BUSINESS GROWTH

"For 26 years newspaper advertising has been an important factor in the steady growth of my business."

That is the statement of J. W. Ivers, owner of the Ivers Department store, in the Highland Park, Los Angeles, district, who has just completed plans for enlarging and expanding his business, with a building and modernization program exceeding in cost \$30,000.

"With advertising copy, I have not missed an issue of a Highland Park newspaper since the founding of my business in 1913, and for the past 10 years have had an advertisement in every issue of the Highland Park News-Herald. I believe in consistent advertising."

The Ivers store started out as a small, "one man" store, has had steady growth through the more than a quarter of a century period until now it ranks among the leaders in the Los Angeles community shopping districts, employs 25 sales people, and with the expansion program completed will have a floor space of 14,000 square feet.

"Newspaper advertising will continue to play a major part in my merchandising program," says Ivers, in discussing his future business plans with Oliver B. Jaynes, publisher of the Highland Park News-Herald, servicer of the important and result-getting newspaper advertising account.

Jaynes acquired the News-Herald, oldest community newspaper in Los Angeles, over 10 years ago. Published in the Northeast Los Angeles community since 1905, the News-Herald numbers among its friends many enthusiastic display and classified advertisers.

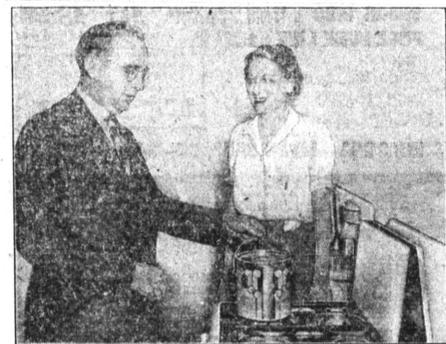


"Drummer Boy" Is 53 LONDON (U.P.)—The British army's oldest drummer boy is 53. He is A. S. Thompson, who joined the Territorials at 17.

Boy, 3, Shaves Father CLEVELAND, O. (U.P.)—It may not be conducive to peace of mind, but James B. Pulling has taught his 3-year-old son, Charles, to shave him every morning with an electric razor. The Herald—3 months, 50 cents.

Child, 6, "Blackmaller" LONDON (U.P.)—A mother told the magistrates at a court in the East End of London that her 6-year-old daughter, when over she was refused extra pocket money, spread rumors that the mother was going about with other men.

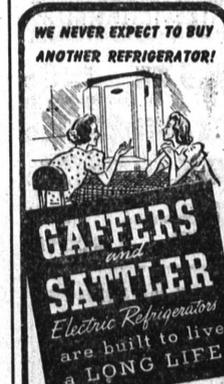
She Can Cook With A Lard Pail



THERE'S scarcely a homemaker today who has nothing more to cook in than a lard pail, but Miss Albertine Berry, home economist of a Dallas Texas gas company, proves by the tin bucket method that a cook is not limited to any special type of utensil in order to obtain fine results in cooked food when there is a modern gas range in the kitchen.

Further, she proves that vegetables may be cooked together without an interchange of flavors. Into the bucket containing one-half inch of water she places carrots, cabbage, onions and cauliflower, each wrapped in separate pieces of parchment; the cover of the bucket, punctured with two small holes for the escape of steam, is fitted tightly to the top. The gas burner is turned to full flame until steam appears, then adjusted to simmer for the 35-minute cooking period.

Vern Glines Personally Invites His Friends to Come In and Inspect the New Gaffers & Sattler Refrigerator!



Millions of Electric Refrigerators are now worn out and ready for replacement. Protect your investment by selecting the Gaffers and Sattler Electric Refrigerator. Built of the best materials and workmanship, it is prepared to deliver years of satisfactory service at a low operating cost.

For six years, winter and summer, in an open room, the Gaffers and Sattler unit has operated continuously on a test run without failure.

OVER 14 MILLION HOURS AND STILL GOING



Built in the West for Western homes and extreme hot weather

You too, can enjoy constant refrigeration with a...DOWN PAYMENT as low as \$4.50 TERMS AS LOW AS \$4.99 PER MO.

SEE US TODAY

We carry a full line of Gaffers & Sattler ranges

LaMode Furniture

G. J. ARCO, Prop.

1513 CABRILLO AVE. PHONE 545

HERE'S A REAL BARGAIN FOR EMPLOYEES CERTIFIED VALUE DAYS

MYSTERY PACKAGE

???

49¢

YOUR CHOICE OF OVER 75 MYSTERIOUS, VALUE-LADEN PACKAGES FOR ONLY

ONE PACKAGE CONTAINS a DIAMOND RING and ANOTHER a WRIST WATCH! OTHERS HAVE JEWELRY ITEMS with VALUES to \$20.00

IT'S FUN! IT'S PROFITABLE! RICHARD BRUNSWICK, LEFT, AND CHARLIE EIEN, HOWARD EMPLOYEES, PROMISE YOU THE BIGGEST VALUES EVER OFFERED IN THIS MYSTERY PACKAGE SALE! EVERY PACKAGE GUARANTEED TO CONTAIN A VALUE AT LEAST FOUR TIMES THE PRICE YOU PAY FOR IT!!!!

NO REFUNDS EXCHANGES HOWARD'S JEWELERS TORRANCE 1503 CABRILLO AVE. PHONE 411

Writer's Luck Piles Up PASADENA (U.P.)—Mrs. Barbara Miller Smales, poet and writer, recently realized the super-dream of every writer. She received in one day acceptance of six manuscripts from various magazines and publications.

Peer's Nephew In Ranks SINGAPORE (U.P.)—A peer's nephew is serving as a lance-corporal in the 2nd Gordon Highlanders stationed at Singapore. He is Lance-Corporal C. R. D. Kenworthy, nephew of Lord Strabolgi.

Muskrat Becomes Pet ROCHESTER, N. H. (U.P.)—A cold snap gave Mr. and Mrs. Oliver Kidder a new pet. A baby muskrat which had evidently wandered from the Cochecho river was found huddled against a cellar window trying to get warm.

ONLY 3 MORE DAYS

25% DISCOUNT

WITH YOUR OLD TIRES

Firestone

HIGH SPEED TIRES

HURRY! LAST CHANCE TO BUY AT THESE SENSATIONAL SALE PRICES!

SALE ENDS JULY 29th

Size	REG. PRICE	SALE PRICE	YOU SAVE on 1 TIRE	2 TIRES	3 TIRES	4 TIRES
4.40/4.50-21	\$10.00	7.50	\$2.50	5.00	7.50	10.00
4.75/5.00-19	10.30	7.72	2.58	5.16	7.72	10.30
5.25/5.50-18	12.00	9.00	3.00	6.00	9.00	12.00
5.25/5.50-17	13.20	9.90	3.30	6.60	9.90	13.20
6.00-16	14.35	10.76	3.59	7.18	10.76	14.35
6.25/6.50-16	17.40	13.05	4.35	8.70	13.05	17.40
7.00-16	19.75	14.81	4.94	9.88	14.81	19.75

These prices include your old tires

EMPLOYEES CERTIFIED VALUE DAYS

FRIDAY AND SATURDAY ONLY

25% OFF ON FAMOUS FIRESTONE HI-SPEED TIRES

SAVE BY BUYING FAMOUS FIRESTONE HI-SPEED TIRES NOW WHILE THIS GREAT SALE IS ON!! ONLY 3 MORE DAYS!! LET OUR TIRE MAN PETE BEVILLE SHOW YOU HOW EASY IT IS TO BUY THESE TIRES ON OUR EASY BUDGET PLAN!!

5 QUARTS 100% PURE PENN OIL and FIRESTONE LUBRICATION

\$1.89 (Reg. \$2.50 Value!)

BOTH FOR 2 DAYS ONLY

BRAKE ADJUSTMENT

ANY CAR

2 DAYS ONLY

50¢

FREE HOME RADIO

CHECK UP

This free radio service provides you an excellent opportunity to have your home radio checked without cost. Parts and labor extra.

CRAVENS and MARCELINA TORRANCE PHONE 476

Firestone

AUTO SUPPLY AND SERVICE STORES